

Marketing is a process of \_\_\_\_\_

### Exchanges

Everyday transactions between \_\_\_\_\_ &  
\_\_\_\_\_

Typically trading \_\_\_\_\_ for a product or service

### Producers

Individuals or Companies which \_\_\_\_\_  
\_\_\_\_\_

They provide the "\_\_\_\_\_."

They are willing to exchange the product or service for  
\_\_\_\_\_.

### Consumers

Individuals or Companies which have \_\_\_\_\_  
\_\_\_\_\_ and have something to exchange.

They create a "\_\_\_\_\_."

They have something to exchange for a product or  
service and are \_\_\_\_\_.

### Marketing -- The Definition

"Marketing is the process of planning and executing the  
conception, pricing, promotion and distribution of ideas,  
goods or services to create exchanges which satisfy  
individual and organizational objectives."

What is Marketed?

DURABLE GOODS

NONDURABLE GOODS

SERVICES

IDEAS

PEOPLE

PLACES

## ORGANIZATIONS

Identification of Marketing: Product, Service, or Idea?

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 13.
- 14.
- 15.
- 16.

### The Elements of Marketing

P =

P =

P =

P =

\_\_\_\_\_ is Often Considered the Fifth P

## Benefits of Marketing

Add \_\_\_\_\_ to goods and services

Makes buying \_\_\_\_\_

Maintains reasonable \_\_\_\_\_

Provides a \_\_\_\_\_ of goods and services

Increases \_\_\_\_\_

## Sports Marketing

Sports Marketing uses \_\_\_\_\_ to meet the  
\_\_\_\_\_ of a sports property.

\_\_\_\_\_ Strategies

\_\_\_\_\_ Strategies

\_\_\_\_\_ Strategies

\_\_\_\_\_ Strategies

\_\_\_\_\_ Strategies

## Sports

Sports are a source of \_\_\_\_\_

\_\_\_\_\_ engaged in for pleasure

Can be spectatorship

Can be \_\_\_\_\_

## Sports Consumers

Consumers \_\_\_\_\_ money for a "wanted" good  
or service.

Sports Consumers exchange in different ways:

Spectators as Consumers

Benefit by \_\_\_\_\_ game

Exchange for \_\_\_\_\_ &

\_\_\_\_\_

Participants as Consumers

Benefit by \_\_\_\_\_ or \_\_\_\_\_

Exchange for \_\_\_\_\_

## Sports Producers

Sports Producers May Provide:

Events for Participation

Events for Entertainment Viewing

Sporting Goods and Equipment

Licensed Merchandise

Collectables and Memorabilia

Athlete Training

Sports Information

Event Coverage and Distribution

## Sports Industry Growth

Attendance Growth

\$135-350 Billion per Year

Nearly Every Sport and League +

## Media Coverage and Growth

Main Stream and Alternative Sports Coverage

Coverage Growing with Demand

## Employment Growth

4.5 – 6 Million new Jobs from 1999-2001

## Global Markets

Expansion of Leagues & Marketing outside of U.S.

Availability of News Media and Sports Reporting

## FANTASY BASKETBALL TEAM MEMBERS:

\_\_\_\_\_  
\_\_\_\_\_

## FANTASY BASKETBALL CONFERENCE:

\_\_\_\_\_

## TOP 3 PREFERRED CITIES/REGIONS FOR TEAM

\_\_\_\_\_  
\_\_\_\_\_

